



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of
Invention

System and method for delivering targeted advertisements
using multiple presentation streams

Application Number: 09/750800



Confirmation Number: 8297

First Named Applicant: John Schlack

Attorney Docket Number: T721-20

Art Unit: 2614

Examiner: John Manning

Search string: (5446919 or 5534911 or 5621728 or 5650994
or 5724091 or 5752160 or 5761601 or 5774170
or 5966120 or 5990927 or 6002394 or 6009410
or 60020883 or 6029045 or 6253238 or
6263501 or 6418122 or 6425131 or 6434747 or
6446082 or 6459427 or 6463585 or 6487721 or
6516002 or 6615039 or 6631523 or 6675385 or
6718551 or 6724974 or 6738978 or
20020026645 or 20020104083 or 20020129374
or 20030200128),pn.

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
MH	1	5446919	1995-08-01	WILKINS			
	2	5534911	1996-07-09	LEVITAN			
	3	5621728	1997-04-01	LIGHTFOOT			
	4	5650994	1997-07-01	DALEY			
	5	5724091	1998-03-01	FREEMAN			
	6	5752160	1998-05-01	DUNN			
	7	5761601	1998-06-01	NEMIROFSKY			
	8	5774170	1998-06-01	HITE			
	9	5966120	1999-10-01	ARAZI			
	10	5990927	1999-11-01	HENDRICKS			
V	11	6002394	1999-12-01	SCHEIN			

/Michael Hoye/ 01/22/2007



MH	12	6009410	1999-12-01	LEMOLE
	13	60020883	2000-02-01	HERZ
	14	6029045	2000-02-01	PICCO
	15	6253238	2001-06-01	LAUDER
	16	6263501	2001-07-01	SCHEIN
	17	6418122	2002-07-01	SCHOENBLUM
	18	6425131	2002-07-01	CRANDALL
	19	6434747	2002-08-01	KHOO
	20	6446082	2002-09-01	ARITA
	21	6459427	2002-10-01	MAO
	22	6463585	2002-10-01	HENDRICKS
	23	6487721	2002-11-01	SAFADI
	24	6516002	2003-02-01	HUANG
	25	6615039	2003-09-01	ELDERING
	26	6631523	2003-10-01	MATTHEWS
	27	6675385	2004-01-01	WANG
	28	6718551	2004-04-01	SWIX
	29	6724974	2004-04-01	NARUTO
✓	30	6738978	2004-05-01	HENDRICKS

US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
MH	1	20020026645	2002-02-12	SON			
	2	20020104083	2002-08-12	HENDRICKS			
	3	20020129374	2002-09-12	FREEMAN			
✓	4	20030200128	2003-10-12	DOHERTY			

Signature

Examiner Name	Date
/Michael Hoyer/	01/22/2007



PTO/SB/08A (08-03)

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Sheet	1	of	1	Application Number	09/750,800
						Filing Date	19 JAN 2001
						First Named Inventor	SCHLACK
						Art Unit	2614
						Examiner Name	MANNING, JOHN
						Attorney Docket Number	T721-20

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US-			
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ *Number ⁴ *Kind Code ⁵ (if known)				
MH	BD	WO9827723	06-25-1998	YUEN		
MH	BE	WO9966719	12-23-1999	ZIGMOND		

Examiner Signature	/Michael Hoyer/	Date Considered	01/22/2007
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